

fashion calendar

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FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1960

20th YEAR • A WEEKLY PUBLICATION

Week of January 25, 1960

january

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july

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february

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK BEGINNING MONDAY, JANUARY 25, 1960

Monday Jan. 25	SPRING-SUMMER KNITWEAR COLLECTION Continuous daily showings of Kimberly's Spring and Summer knitwear collection. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC. 1410 BROADWAY SHOWROOM - 18TH FLOOR	
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Beginning Monday Jan. 25	OPENING OF PARIS COUTURE COLLECTIONS Press release date Feb. 29. <u>Jan. 25:</u> Desses; Griffe. <u>Jan. 26:</u> Balmain; Feraud; Goma; Gres; Patou; Revillon. <u>Jan. 27:</u> De Rauch; Dior (retailers); Heim; Laroche; Matta; Ricci; Maggy Rouff. <u>Jan. 28:</u> Dior (Manufacturers) <u>Feb. 1:</u> (Balenciaga and Givenchy) <u>Feb. 2:</u> Cardin Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE FRANCE	PARIS, FRANCE
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Tuesday Jan. 26 9:00 A.M. Breakfast	FALL AND WINTER ITALIAN KNITWEAR Presentation of Gino Paoli's Fall and Winter Italian knitwear collection to include knit dresses, costumes, separates, coats and after-skiwear. By invitation. Publicity: Essie Pinsker, BR. 9-0925.	GINO PAOLI 1407 BROADWAY SHOWROOM - 37TH FLOOR	
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Tuesday Jan. 26 10:30 A.M. Coffee	PRESS PREVIEW: SPRING SHOE FASHIONS Informal roundtable presentation of I. Miller Spring shoe fashions by Mr. Les Porter, president of the Retail Salons. By invitation. Publicity: Ruth Hammer Associates, 2 West 59 Street, EL. 5-7872.	I. MILLER & SONS, INC. 450 SEVENTH AVENUE 3RD FLOOR	
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Tuesday Jan. 26 12:00 Noon Luncheon	"INTERNATIONAL FABRICS FAIR" Second annual "International Fabrics Fair" exhibition, including vignettes featuring world's finest designer fabrics; showing of costumes and fashions representing United Nations countries. Commentator: Constance Woodworth, N. Y. Journal American. Presentation: 1960 Distinguished Editorial Award to Mrs. Alison Bisgood and Vogue Magazine. Press by invitation. Tickets: \$6.50 (members); \$7.50 (non-members). Publicity: Ted Materna Associates, PL. 3-3240.	THE NAT'L SOCIETY OF INTERIOR DESIGN HOTEL BILTMORE GRAND BALLROOM	
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Tuesday Jan. 26 2:30 P.M.	PREVIEW: SUMMER SUIT COLLECTION For press and resident buying offices, by invitation. Continuous daily thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC. 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR	
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Jan. 26 3:30 P.M.	FALL 1960 FABRICS AND COLORS Introducing the new Fall 1960 line with fashions designed by Orrick-Williams Ltd. and 30 other designers. For manufacturers and cutters: <u>Jan. 26 at 3:30 P.M.; Jan. 27 at 8:30 A.M.; Feb. 2 at 3:30 P.M.; Feb. 3 at 3:30 P.M.</u> (Press, Feb. 9 and 10--See Pg. 9.) Admission by ticket only. Contact: Julie C. Buddy, OX. 5-1200.	DEERING, MILLIKEN & CO. MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Jan. 26 4:00 P.M.	PRESS PREVIEW OF SUMMER SPORTSWEAR COLLECTION Cabana presents to the press and resident buyers their Summer collection of sportswear, dresses, beachwear and playclothes designed by Pembroke Squires. (<u>Note Change Of Time and Place</u>). By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO. (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Wednesday Jan. 27 9:00 A.M. Breakfast	PREMIERE PREVIEW: CUSTOM ORDER FASHIONS Tony Raphael, former Paris haute couture designer, will present her first New York showing of custom-order daytime, cocktail and evening fashions, including ensembles, to the press. <u>Showing at 9:30 A.M., by invitation. Customer showing, Thurs., Jan. 28 at 2:30 P.M., by reservation.</u> Publicity: Mrs. Robert T. Borges, PL. 3-3156.	TONY RAPHAEL, INC.	38 EAST 57TH STREET SALON - 12TH FLOOR
Wednesday Jan. 27 12:00 Noon- 2:00 P.M.	INFORMAL SHOWING OF BRIDAL FASHIONS Informal showing of Best's bridal fashions. Open to public. Publicity: Anne Harmon, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDAL SALON
Wednesday Jan. 27 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON "Fashion Show Of The Month"--showing of suits by Frank Gallant; cocktail and evening fashions by Gothe; furs by Reiss & Fabrizio. Press by invitation. Public by reservation, \$5.00; contact "Andre," TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	FRANK GALLANT; GOTHE; REISS & FABRIZIO	HOTEL PIERRE ROOF GARDEN
Wednesday Jan. 27 4:00 P.M. Cocktails	IMPORT FASHIONS USING NEW FIBER Fashions by Simonetta of Rome, Hardy Amies of London, Rodriquez of Spain, Iaroché and Nina Ricci of Paris-using Zantrel, the international fiber. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	ZANTREL-A DIVISION OF HARTFORD FIBRES	SHERRY NETHERLAND CRYSTAL ROOM
Thursday Jan. 28 10:30 A.M.	PREVIEW OF SUMMER FASHIONS Preview of Summer cocktail and evening fashions designed by Helena Barbieri. By invitation. Showing thereafter, Feb. 9, 10, 11, 16, 17 and 18, at 9:30 A.M. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Jan. 28 12:30 P.M. Luncheon	RESORT-SPRING FASHIONS DURING LUNCHEON Showing of Vera Maxwell's Resort and Spring fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM

DATE	WHAT'S GOING	GIVEN BY	WHERE
Thursday Jan. 28 2:30 P.M.	PREVIEW: SUMMER DRESS COLLECTION For press and resident buying offices, by invitation. Thereafter at 10:30 A.M. except Friday. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Jan. 29 4:30 P.M. Cocktails	ITALIAN FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--highlighting fashions by Fontana of Rome. Press by invitation. Public by reservation. Minimum Charge---\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	L'ELEGANCE (862 MADISON AVENUE)	SAVOY-HILTON HOTEL THE COLUMNS
Cancelled Monday Feb. 1	THE LANZ ORIGINALS JUNIOR AND SEPARATES COLLECTION, ORIGINALLY SCHEDULED FOR FEB. 1, 2, 3, 4 AT 12:00 NOON TO 1:00 P.M. HAS BEEN CANCELLED. (CONTINUOUS SHOWINGS BEGINNING FEB. 2. SEE PG. 4.)		
Monday Feb. 1 12:30 P.M. Luncheon	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Mr. Gee will present his Summer collection of sportswear, separates and dresses designed by Melba Hobson. For reservations, contact: WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Monday Feb. 1 4:00 P.M.	PREMIERE PREVIEW: SPORTSWEAR COLLECTION Premiere showing of Art Williams' Summer collection designed for Wipette Sportswear. For press and resident buyers. By invitation. Contact: Roberta Ziegler, LA. 4-6695.	WIPETTE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM - 39TH FLOOR
Beginning Monday Feb. 1	OPENING OF SUMMER SPORTSWEAR COLLECTION "Summer Jewels"--sportswear for every occasion at continuous daily showings. Contact: CH. 4-0823. Publicity: Eleanor Lambert, MU. 8-2130.	CASINO CLASSICS	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

TUESDAY, FEBRUARY 2

Lloyd Weill.....10:30 A.M.....498 7th (22 Fl) LO. 5-3041

WEDNESDAY, FEBRUARY 3

David M. Goodstein, Inc.10:30 A.M.....550 7th (24 Fl) LA. 4-2577

Sport-Craft, Inc.12:00 Noon.....550 7th (12 Fl) LA. 4-9724

THURSDAY, FEBRUARY 4

Zoltan Rosenberg Co.

(Vera Stewart Originals).... 2:30, by appointment..550 7th (22 Fl) LA. 4-6691

Tuesday Feb. 2 12:00 Noon Luncheon	PRESS PREVIEW: SUMMER COLLECTION Alison will present their Summer collection, designed by Lucel. By invitation. Showings thereafter Tuesdays and Thursdays at 12:00 Noon, by appointment. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 2- Feb. 3 1:00 P.M.	OPENING: SUMMER DRESS COLLECTION The Mr. Mort Summer dress collection, designed by Lee Evans, will be presented on Feb. 2 and 3 at 1:00 P.M. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 2 2:00 P.M.	OPENING OF SUMMER COLLECTION Continuous thereafter except Friday. Contact: Lucille Haley, LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

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Tuesday Feb. 2 2:30 P.M.	OPENING: SUMMER SPORTSWEAR COLLECTION Showing of Summer sportswear collection designed by Peggy Thayer for Jamison Classics, Jamison Villagers and Jamison Separates, Feb. 2, and daily thereafter except Friday at 2:30 P.M. Contact: Joseph Sussman, OX. 5-4812.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 2 3:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and ensembles, designed by Miss Barry Burr, showing daily except Monday and Friday at 3:00 P.M. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Feb. 2 3:30 P.M.	OPENING: SUMMER SPORTSWEAR COLLECTION The Mr. Mort Summer sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 2 4:00 P.M.	OPENING: SUMMER JUNIOR COLLECTION Showing of Summer junior dresses and costumes designed by Violet Feigin, Feb. 2, 3, 4 at 4:00 P.M. By invitation. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 2 4:00 P.M. Champagne	PREVIEW OF SUMMER DRESS COLLECTION "The Urbanite Look"--misses dresses, designed by Jay Stanleigh, for press and buyers. By invitation. Contact: LO. 4-8061. Publicity: Peggy Cantor Associates, 117 East 37 Street, MU. 9-8542.	ARDANTI, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Feb. 2	OPENING OF SUMMER COLLECTION Joan Leslie's Summer collection at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday Feb. 2	PREMIERE OPENING OF SUMMER COLLECTION Guy D announces the Premiere Showing of his Summer collection, designed by Anthony L. Muto, Feb. 2, 3, 4. By invitation and admission card only. Contact: Mary Di Rienzo, LO. 4-3913.	GUY D	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday Feb. 2	OPENING OF SUMMER COLLECTION Junior dresses and separates by Lanz at informal showings daily. By appointment. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday Feb. 3 9:30 A.M. Breakfast	ADVANCE SHOWING OF FALL 1960 SWEATERS Advance showing of Braemar cashmere, lambswool, shetland and merino sweaters, including original designs by Clare Potter. By invitation. Contact: Adele Gilruth at J. Walter Thompson Co., MU. 6-7000.	BRAEMAR KNITWEAR, LTD.	1407 BROADWAY SHOWROOM - 21ST FLOOR
Wednesday Feb. 3 9:30 A.M.- 11:30 A.M. Breakfast	PREVIEW: SUMMER JUNIOR DRESS COLLECTION Darlyn will present their Summer junior collection designed by Mildred Orrick, to the press and buyers at an open house breakfast. By invitation. Publicity: Virginia Scott at Ken Williams Associates, WI. 7-4471.	DARLYN JUNIOR, INC.	1400 BROADWAY SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 3 2:00 P.M.	PREVIEW OF SUMMER JUNIOR COLLECTION Summer collection, designed by Betty Carol, with showings at 2:00 P.M. daily. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLIE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Feb. 3 2:30 P.M.	PREVIEW OF SPRING AND SUMMER COLLECTION Eleanora Garnett will present her Spring custom-made collection to press and customers. By invitation. Contact: Helen Davis, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Feb. 3 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Sportswear, playclothes, blouses and separates designed by Miss Sylvia de Gay. By invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Postponed Feb. 3	THE MILLINERY INSTITUTE OF AMERICA'S PREVIEW OF TEEN-AGE MILLINERY, ORIGINALLY SCHEDULED FOR FEB. 3, HAS BEEN POSTPONED TO FEB.16. (See PG.11).		
Thursday Feb. 4 9:30 A.M. Breakfast	PREVIEW OF SUMMER COLLECTION Mignon will preview their Summer collection to press and resident buyers. Showing at 10:00 A.M. By invitation. Contact: Marcella Wolfe, BR.9-5991.	R. MIGNON & SONS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 4 11:00 A.M.	OPENING OF SUMMER COLLECTION Showings Feb. 4, 9, 10 at 11:00 A.M. Contact: Lucille Haley, LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 4 11:00 A.M. And 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Majestic Specialties will present their collection of color-coordinated Summer separates. For press and resident buying offices. By invitation. Continuous daily thereafter. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Feb. 4 1:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Miss America's Summer collection. By invitation. Trade, Feb. 9, 10, 11, 15, 16, 17, 18 at 1:00 P.M. Contact: Jerome Shull, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Feb. 4 2:30 P.M.	SUMMER COLLECTION BY PAULINE TRIGERE Showings Feb. 4, 9, 10, 17 at 2:30; and on Feb. 12 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Feb. 4 2:30 P.M.	SHOWING OF SUMMER COLLECTION Showing of daytime fashions designed by Vera Stewart, Thurs., Feb. 4 and Feb. 5 at 2:30 P.M. By appointment. Continuous daily thereafter. Contact: Loretta Mackey, LA. 4-6691.	ZOLTAN ROSENBERG CO.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday Feb. 4 3:00 P.M.	OPENING: SUMMER JUNIOR COLLECTION Jeane Scott by Ole Borden for Margot on Feb. 4, 9, 10 at 3:00 P.M. Contact: Lucille Haley, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

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Thursday Feb. 4 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Showing to the press and buying offices. By invitation. Continuous daily beginning Feb. 9. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Feb. 4 4:00 P.M.	PREVIEW OF SUMMER COLLECTION Burke-Amey will present their Summer collection to press and buyers. By invitation. Continuous thereafter. Contact: Lee Pine, CO. 5-7720.	BURKE-AMEY, INC.	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Friday Feb. 5 10:30 A.M.; 11:00 A.M.; 11:30 A.M.	OPENING OF SUMMER COLLECTION Leonard Arkin's Summer collection at 10:30 A.M.; "Special Occasions" by Arkin at 11:00 A.M.; Andrew Arkin's at 11:30 A.M. Daily thereafter at same hours. Contact: Prudence Clarke, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday Feb. 5 11:00 A.M.	PREVIEW: SUMMER COLLECTION Initial presentation of Summer collection Friday, Feb. 5 for press. Trade, Feb. 9, 11, 16 at 11:00 A.M. By invitation and reservation. Contact: Anita Hoffman, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 5 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER FASHIONS Lee Claire will present their Summer collection to the press and buyers. By invitation. Beginning Monday, Feb. 8 - daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday Feb. 5 2:00 P.M.	PREVIEW OF SUMMER COLLECTION Preview of David Hart's Summer collection. By invitation. Thereafter, Feb. 9, 10, 11 at 10:30 A.M. Contact: OX. 5-2910.	DAVID HART, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 5 4:30 P.M. Cocktails	COUTURE FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--premiere showing of Martha Sleeper's authentic native prints and designs. Showing at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge---\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	MARTHA SLEEPER OF SAN JUAN	SAVOY-HILTON HOTEL THE COLUMNS
Monday Feb. 8; Feb. 9 9:30 A.M.- 11:00 P.M.	EIGHTY-FOURTH ANNUAL DOG SHOW More than 2500 dogs of about 100 breeds will be presented. A special feature will be a performance of highly trained dogs. Admission: \$2.50 (Adults); \$1.25 (Children). Contact: Thelma Boalbey, EL. 5-4933.	WESTMINSTER KENNEL CLUB (22 EAST 60TH ST.)	MADISON SQUARE GARDEN 8TH AVENUE & 49TH ST.
Beginning Monday Feb. 8 10:30 A.M.	SHOWING OF SUMMER COLLECTION Showing at 10:30 A.M. Feb. 8, 9, 10, 11, 16, 17, 18, 23, 24, 25. By appointment. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Feb. 8 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION Preview for press of Summer dress collection, designed by Brigance. Luncheon will be served. By invitation. Trade showings, Feb. 10, 11, 15 and 17 at 12:00 Noon. By reservation. Contact: Bob Greenberg, LO. 4-5820. Publicity: Eleanor Lambert, MU. 8-2130.	GRENELLE-ROBERTS, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

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Monday Feb. 8 1:00 P.M.	OPENING OF SUMMER COLLECTION Showing Feb. 8, 10, 15, 17, at 1:00 P.M. By invitation. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Feb. 8 2:30 P.M.	PREVIEW OF SUMMER COLLECTION Preview of Jerry Parnis' Summer collection for press and buyers. By invitation. Showings thereafter, Feb. 11, 12, 15, 16. Contact: CH. 4-5706. Publicity: Helen O. Borger, LE. 5-9574.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Feb. 8 3:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Hannah Troy's Summer collection. By invitation. Thereafter at 1:00 P.M., Feb. 9, 10, 11, 16, 17. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 8 4:00 P.M.	PREVIEW: SUMMER COLLECTION Richard Cole will present his new Summer collection at two formal showings, Mon., Feb. 8 and Mon., Feb. 15 at 4:00 P.M. <u>By reservation only.</u> Contact: OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday Feb. 8 4:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Thereafter daily showings at 12:00 Noon. Contact: Ruth McLoughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Feb. 8	OPENING OF SUMMER COLLECTION Rosalie Macrini's Summer collection at informal showings. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 8	OPENING OF SUMMER COLLECTION Continuous daily showings of Murray Zenkel's Summer collection. Contact: CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 9 10:00 A.M. Coffee	PRESS PREVIEW: BRIDAL FASHIONS "Spring On The Wing"-- showing of bridal and trousseau fashions. By invitation. (Customer showing, Tues., Feb. 9, at 6:00 P.M.) Publicity: Belle Irene Gillis, MU. 8-6800.	TAILORED WOMAN	YOUNG THIRD FLOOR
Tuesday Feb. 9 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings Feb. 9, 10, 11, 16, 17 at 10:30 A.M. By appointment. Contact: LA. 4-7540.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 9 11:30 A.M.	PRESS PREVIEW OF SUMMER DRESSES Abe Schrader will present his Summer collection, designed by Belle and Will Saunders. By invitation. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 9 12:00 Noon Luncheon	PREVIEW: COUTURE SUMMER FASHIONS Showing of daytime, cocktail and evening fashions to the press. Luncheon will be served, by invitation. Daily thereafter at 12:00 Noon, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 9 1:00 P.M.	OPENING OF SUMMER COLLECTION Junior Sophisticates' Summer collection at 1:00 P.M. daily. Contact: Eleanor Roselle, IO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 9 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore, at 1:00 P.M., Feb. 9, 10, 11, 15. Contact: Jo MacLeod, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 9 1:15 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 9, 10, 11, 16, 17, 18 at 1:15 P.M. Contact: IO. 5-2727.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR By reservation.
Tuesday Feb. 9 1:15 P.M.	OPENING OF SUMMER COLLECTION For press and trade Feb. 9, 10, 11, 17, 18 at 1:15 P.M. By invitation. Contact: Kay McGowan, IO. 5-6453. Publicity: Elaine Sonnenschein, at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Feb. 9 1:30 P.M.	SHOWING OF SUMMER DRESS COLLECTION Showing Tues., Wed., Thurs., at 1:30 P.M., by appointment. Contact: Ellen Sutton, CH. 4-8221.	HIGHLIGHT FASHIONS	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 9, 11, 17 at 2:30 P.M., Feb. 10, 16 at 9:00 A.M. Contact: Miss Fritzi, IA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of petite dresses, suits and costumes Feb. 9, 10, 11, 16, 17 and 18 at 2:30 P.M. Contact: Florence Judson, IA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 9, 10, 16, 17, 18, 23, 24 at 2:30 P.M. By appointment. Contact: Eleanor Stoner, IA. 4-6968.	MAURICE RENTNER LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 9 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing daily at 2:30 P.M., by appointment. Contact: CH. 4-1872.	LARRY ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 9 3:30 P.M.	OPENING OF SUMMER COLLECTION Mort Schrader will present his Summer collection, designed by Mario Forte. Daily thereafter at 3:30 P.M. Contact: Betty Yarmon, IO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 9 3:30 P.M.	PRESS SHOWING: FALL 1960 FABRICS Display and garments designed by Orrick-Williams Ltd. and 30 other designers will be shown in the Fall 1960 line of fabrics; also Wed., Feb. 10 at 8:30 A.M. (buying offices and retailers in March and April). Admission by ticket only. Contact: Julie C. Buddy, OX. 5-1200.	DEERING, MILLIKEN & CO. MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 9 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Showing of Summer collection, designed by Donald Brooks for Townley, Feb. 9, 10, 11, 16, 18, 23 and 25 at 4:00 P.M. By reservation. Contact: LO. 4-2155.	TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Feb. 9 4:00 P.M.	OPENING OF SUMMER COLLECTION Harmay's collection of dresses, costumes and suits. Daily thereafter at 4:00 P.M. by reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 9 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER DRESS COLLECTION Casual dresses and ensembles designed by Mary Jean Smith. By invitation only. Continuous thereafter, showroom. Publ.; Margaret Hodge, PL.5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday Feb. 9	OPENING: SUMMER COCKTAIL FASHIONS Summer formal and cocktail fashions in new fabrics, designed by Bill Underwood, continuous daily. Contact: Bill Rosenberg, WI. 7-0511.	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Feb. 9- March 9	BENEFIT FOR THE HEART FUND Belle Schwartz (N.S.I.D.) of Sutton House Interiors will display interior decorations of four model apartments in new building, <u>daily 11:00 A.M.-5:00 P.M.</u> Contribution: \$1.00. Contact: BU. 8-3700.	BELLE SCHWARTZ (N.S.I.D.)	174 EAST 74TH STREET 3RD FLOOR
Wednesday Feb. 10 10:00 A.M.	OPENING OF SUMMER COLLECTION Showing of the Adele Simpson Summer collection Feb. 10, 11, 16, 17, 18 at 10:00 A.M. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Feb. 10 10:30 A.M.	PRESS PREVIEW OF SUMMER DRESSES Preview for the press of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings Feb. 11, 15, 16, 17, 18, 19 at 10:30 A.M.</u> By reservation. Contact: Marta Schreiber, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 10 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Feb. 10 11:00 A.M.	OPENING OF SUMMER COLLECTION Informal presentation of Summer collection. By reservation. Contact: Laura Cantor, BR. 9-0314.	DEB-TIME, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 10 12:00 Noon	OPENING OF SUMMER COLLECTION Showings Feb. 10, 11, 16, 17, 18 at 12:00 Noon. Contact: Lou Scobell, BR. 9-5014.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR By appointment.
Wednesday Feb. 10 1:15 P.M.	OPENING OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. <u>Daily showing thereafter at 1:15 P.M.</u> Contact: LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 10 2:00 P.M.	PREVIEW OF SUMMER COLLECTION Preview of Rembrandt's Summer collection. By invitation. Thereafter, Feb. 11, 16, 17, 18 at 2:00 P.M. Contact: Helen Maxwell, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 10 4:00 P.M.	PREVIEW OF SUMMER COLLECTION By invitation. Thereafter continuous in showroom. Contact: Esther Reifer, OX. 5-4270.	THE McMULLEN CO. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Feb. 10 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Summer collection at 4:00 P.M. Feb. 10, 11, 16, 17. By appointment. Contact: CH. 4-2616.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Wednesday Feb. 10- Feb. 17	OPENING OF SUMMER COLLECTION Travilla will present their Summer collection beginning Tues., Feb. 10-17, by appointment. Contact: Mr. Travilla, PL. 9-3000.	TRAVILLA (LOS ANGELES, CAL.)	HOTEL PLAZA
Thursday Feb. 11 10:30 A.M.; 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily showings of Tina Leser's Summer collection at 10:30 A.M. and 2:30 P.M. at new showroom. By reservation. Contact: Carol Stewart, CH. 4-2631.	TINA LESER	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Feb. 11 12:00 Noon	OPENING OF SUMMER COLLECTION Showings Feb. 11, 16, 18, 23 at 12:00 Noon, followed by luncheon. By reservation. Contact: Danny McMahon, LO. 4-0616.	MARTINI DESIGNED BY SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 11 4:30 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview for press and buyers of Jane Derby's Summer collection. By invitation. Showings at 10:30 A.M., Feb. 16 and 18. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Thursday Feb. 11	OPENING OF SUMMER COUTURE FASHIONS Showing of Summer couture fashions. By appointment. Contact: JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Friday Feb. 12 2:00 P.M.	PREVIEW SHOWING BY NEW FIRM Showing at 2:00 P.M. Feb. 12, 15, 16, 17. By invitation. Contact: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 12 9:00 P.M.	"GASLIGHT FOLLIES"-- BEAUX ARTS BALL Twentieth Annual Beaux Arts Ball in honor of National Urban League's golden anniversary. Costume or evening clothes. Tickets: \$7.50. Reserved tables: \$50.00. Prizes for best costumes. Contact: Evelyn Broidy, PL. 1-0300.	NATIONAL URBAN LEAGUE GUILD	HOTEL ROOSEVELT 46TH ST. & MAD. AVE.
Monday Feb. 15 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Frank Starr's Summer collection, Feb. 15, 16, 17, 18, <u>showing at 1:15.</u> Luncheon will be served from 12:00 Noon, by reservation. Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday Feb. 15 12:30 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Sixteenth annual luncheon fashion show presenting Spring fashions by leading designers. For benefit of March of Dimes. Prices -- \$75.00, \$50.00, \$25.00. Contact: Leo Klempner, MU. 3-7900. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	N. Y. COUTURE GROUP; INT'L SILK ASS'N; USA	HOTEL ASTOR BALLROOM
Tuesday Feb. 16 2:30 P.M.	PREVIEW OF SUMMER COLLECTION Anthony Blotta will present his Summer collection of daytime dresses, suits and evening clothes to the press and resident buyers. By invitation. Daily thereafter by appointment. Publicity: Margaret Hodge, PL. 5-7630.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 16 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW OF TEEN-AGE HATS "Hats and All that Jazz" -- teen-age party with disc jockeys and famous jazz musicians, recording personalities participating and teen-age guests. Fashion show to preview teen-age news in millinery. (<u>Note Change of Date</u>). Contact: Kim Wiss, Robert S. Taplinger Assoc., YU.6-2800.	MILLINERY INSTITUTE OF AMERICA	ROUNDTABLE RESTAURANT 151 EAST 50TH STREET
Wednesday Feb. 17 12:30 P.M. Luncheon	SPRING-RESORT FASHIONS AT LUNCHEON SHOWING Showing of Branell's Resort-Spring fashions available at Best & Co. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BRANELL (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday Feb. 17 4:00 P.M.	PREVIEW BY CARVEN AND VIRGINIE OF PARIS Preview of Spring fashions by Carven and Virginie of Paris, exclusive at "Miss Bergdorf" shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF" SHOP
Friday Feb. 19 12:00 Noon Luncheon	MILLINERY & COSMETICS LUNCHEON MEETING Co-chairmen: Cosmetics--Florence Goldin and Karlys Daly; Millinery--Julia Daly and Pat Peterson. (Prices and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Feb. 24 5:00 P.M. Cocktails	PRESS PREVIEW OF NEW HAIRSTYLES Showings of "Hairstyles From Around The World"--created by Arden Salons here and abroad. By invitation. Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION FLOOR - 2ND

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